

**REMARKS**

This Amendment is responsive to the official action dated June 2, 2009. Claims 1-8 and 10-19 were pending in the application. In the official action, claims 1-8 and 10-19 were rejected. In this Amendment, claims 1, 4, and 10-19 have been amended. Claims 1-8 and 10-19 thus remain for consideration.

Applicant submits that claims 1-8 and 10-19 are in condition for allowance and requests reconsideration and withdrawal of the rejections in light of the following remarks.

**§103 Rejections**

Claims 1-8 and 10-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Holtz et al. (US Patent No. 6,760,916), and further in view of Nagaoka et al. (US Patent Application Publication No. 2002/0138830).

Applicant respectfully submits that the independent claims (claims 1, 4, and 10-19) are patentable over Holtz and Nagaoka (collectively "the cited references").

Applicant's invention as recited in the independent claims is directed toward a transmission apparatus and a reception apparatus. Each of the claims recites "first content" that includes a video signal and/or an audio signal. Each of the claims further recites that "the style of [a] graphical user interface [is] adaptively varied by the reception apparatus according to the first content and a viewing history of the first content, the viewing history of the first content being stored in the reception apparatus." (Emphasis supplied.) Supporting disclosure for the emphasized recitation can be found in the specification at, for example, paragraphs [0192]-[0197].

The cited references do not disclose the emphasized recitation. Accordingly, Applicant believes that claims 1, 4,

and 10-19 are patentable over the cited references - taken either individually or in combination - on at least this basis.

Further, since dependent claims inherit the limitations of their respective base claims, Applicant believes that dependent claims 2, 3, and 5-8 are patentable over the cited references for at least the same reasons as discussed in connection with the independent claims.


Applicant respectfully submits that all of the claims now pending in the application are in condition for allowance, which action is earnestly solicited. If any issues remain, or if the Examiner has any further suggestions, the Examiner is invited to telephone the undersigned at (908) 654-5000.

The Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 12-1095.

The Examiner's consideration of this matter is gratefully acknowledged.

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Respectfully submitted,

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